

FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: Leonard P. Linardakis, Esq.

Date: November 20, 2009

Number of Pages Including Cover: 28

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a One (1) Month Extension of Time (2 pgs.); and
- 4) Amendment (23 pgs.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

TC/A.U.: 2178

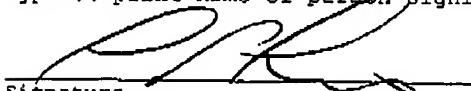
Examiner: Wilson W. Tsui

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

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Signature

November 20, 2009
Date

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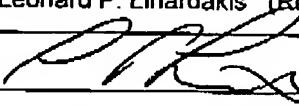
Modified PTO/SB/21 (08-00)

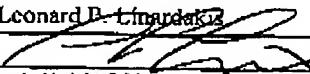
Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	10/748,870
		Filing Date	December 29, 2003
		First Named Inventor	Jeffrey A. JEAN
		Group Art Unit	2178
		Examiner Name	Wilson W. Tsui
Total Number of Pages in This Submission		Attorney Docket Number	Google-35APP (GP-090-00-US)

ENCLOSURES <i>(check all that apply)</i>			
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below): _____	
			<input type="checkbox"/>

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	November 20, 2009

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November 20, 2009	
Typed or printed name	Leonard P. Linardakis
Signature	
Date	November 20, 2009

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003, OMB 0651-0032
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCEFEE TRANSMITTAL
for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 130.00)

Complete if Known

Application Number	10/748,870
Filing Date	December 29, 2003
First Named Inventor	Jeffrey A. DEAN
Examiner Name	Wilson W. Tsui
Art Unit	2178
Attorney Docket No.	Google-35A1P (GP-090-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of fee(s) indicated below

Credit any overpayments indicated below

Charge any additional fee(s) due in connection with the filing submitted herewith

Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 130	2251 65	Extension for reply within first month	130.00
1252 490	2252 245	Extension for reply within second month	
1253 1,110	2253 555	Extension for reply within third month	
1254 1,730	2254 865	Extension for reply within fourth month	
1255 2,350	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 540	Request for oral hearing	
1461 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 540	2452 270	Petition to revive - unavoidable	
1453 1,820	2453 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or return)	
1502 860	2502 430	Design issue fee	
1503 1,190	2503 585	Plant issue fee	
		Petitions to the Commissioner - check fee sheet	
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(c))	
1801 610	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

SUBTOTAL (1) (\$ 0.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	-20** =	Extra Claims		Fee from below	Fee Paid
		Fee	Fee		
1090	545	Utility fee			
480	230	Design fee			
720	360	Plant fee			
1520	760	Reissue fee			
220	110	Provisional fee			
		SUBTOTAL (1)	(\$ 0.00)		

SUBTOTAL (2) (\$ 0.00)

**or number previously paid, if greater. For Reissues, see above

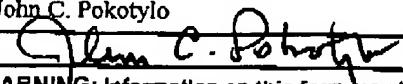
Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 130.00)

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature				Date	November 20, 2009

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete. Including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.